

## PARLIAMENT CONSUMER PROMOTIONS

### OVERALL OBJECTIVES

- To induce trial among competitive young adult smokers.
- To encourage continuity of purchase and maintain share of older female smokers.

### BOX

- To maximize retail visibility and consumer attention by creating a "big brand" promotional presence in Region 1.
- To stimulate overall movement and encourage purchase continuity.
- To reinforce Brand positioning and promote Brand loyalty.
- To increase purchase incidence among occasional smokers.
- To increase Parliament's percentage of volume promoted from 8% in 1992 to 15% in 1993.

### 100'S

- To minimize share erosion of 100's smoker franchise.
- To limit susceptibility of 100's smokers to price-value down-switching.
- To generate incremental carton volume by stimulating purchase in mega-volume carton outlets.

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## **STRATEGIES**

### **BOX**

- Develop an image-enhancing, value-added continuity program that:
  - Appeals to young-adult smokers
  - Encompasses all promotional vehicles: Retail, Direct and Media
  - Offers high-perceived value incentives for FREE with Parliament "points" (UPC/Proofs of Purchase)
- Create an impactful and innovative look that appeals to young adults, breaks through the clutter at point-of-sale and maintains the Brand's essence.
- Increase use of carton inserts in all Parliament packings as cost-effective tool to encourage repeat purchase and reward Brand loyalty.

### **100's**

- Reward the current 100's franchise with carton coupons and build loyalty through high-value continuity offers.
- Utilize FSI's, Carton Inserts and Direct Marketing as the primary promotional vehicles targeting older female 100's smokers.
- Develop product-based and incentive-based carton promotions in mega-volume carton outlets in key Region 1 markets, as well as along I-95 in North Carolina/South Carolina, to attract the transient Region 1 population.

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